

**CITY OF EL PASO, TEXAS**  
**AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:** Planning, Research & Development

**AGENDA DATE:** Public Hearing – December 21, 2004

**CONTACT PERSON/PHONE:** George Sarmiento, 541-4193

**DISTRICT(S) AFFECTED:** 8

**SUBJECT:**

A resolution defining the location of a banner district for the purpose of authorizing banner programs therein, such banner displays to be placed on City right-of-way and aimed at enhancing the downtown area. (District 8)

**BACKGROUND / DISCUSSION:**

See attached resolution and exhibit.

**PRIOR COUNCIL ACTION:**

N/A

**AMOUNT AND SOURCE OF FUNDING:**

N/A

**BOARD / COMMISSION ACTION:**

Development Coordinating Committee (DCC) – Approval Recommendation

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**LEGAL:** (if required) N/A

**FINANCE:** (if required) N/A

**DEPARTMENT HEAD:** George Sarmiento, AICP

**APPROVED FOR AGENDA:**

**CITY MANAGER:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

## **RESOLUTION**

**WHEREAS**, on today's date a banner program for the City of El Paso has been established by the El Paso City Council, such program providing for banner displays on public right-of-way which promote the City and various civic and cultural functions therein and such banner program incorporated into §15.08.120 of the Municipal Code; and

**WHEREAS**, the banner program ordinance described above provides that a banner program is allowed only within a Council approved and pre-determined banner area ("banner district"); and

**WHEREAS**, the Downtown Management District, an entity eligible to apply for a banner program requests that the locations bolded in the attached exhibit "A" be included as a banner district as provided for in the banner program ordinance; and

**WHEREAS**, development coordinating committee has reviewed the request for the proposed banner district and is in agreement that the proposed location, as presented, is in furtherance of the promotion of the welfare of the citizens of El Paso; and

**WHEREAS**, City Council is of the decision that the proposed banner district, as per the attached exhibit "A" is appropriate, in the City's best interest, and should be approved as presented.

### **NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO, TEXAS:**

1. THAT the streets bolded in the attached exhibit "A" and shown as "first interest" and "second interest" shall be designated together as a single banner district pursuant to 15.08.120.B.1.f and that a banner program application be authorized to proceed for the entire district or any portion thereof.

**PASSED AND APPROVED** this \_\_\_\_ day of December, 2004.

**THE CITY OF EL PASO**

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Joe Wardy  
Mayor

**ATTEST:**

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Richarda Momsen  
City Clerk

**APPROVED AS TO FORM:**

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Matt Watson, Asst. City Attorney

**APPROVED AS TO CONTENT:**

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George G. Sarmiento, AICP, Director  
Planning, Research & Development



November 17, 2004

Director of Planning  
George G. Sarmiento, AICP  
City of El Paso  
#2 Civic Center Plaza  
El Paso, Texas 79901

Re: Banner District for Downtown

Dear Director Sarmiento:

At this time the El Paso Downtown Management District request permission to establish a permanent banner district, as per the proposed ordinance pending before City Council, in Downtown El Paso.

I have attached a downtown map which highlights the streets we would like to be consider for the banner district. The blue colored streets will be those of first interest and then the program would be expanded to the streets colored in red. The affected streets are:

First Interest:

Santa Fe	From Border Highway to Wyoming
El Paso Street	From Border Highway to Wyoming
Stanton Street	From Border Highway to Wyoming
Missouri Street	From IH10W Off ramp to Durango
Franklin Street	From City Hall to IH10E On Ramp
San Antonio Street	From Paisano to El Paso Street
Texas Avenue	From Oregon to Cotton
Oregon Street	From Wyoming to Paisano

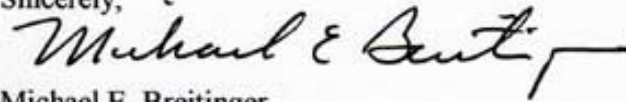
Second Interest:

San Antonio Street	From El Paso to St. Vrain
Main Street	From Santa Fe to Campbell
Mills Ave	From Oregon to Campbell

Overland Street	From Paisano to St. Vrain
Magoffin Street	From San Antonio to Cotton
Father Rahm	From Santa Fe to St. Vrain
Montesturc Street	From Santa Fe
Calleros St.	From Santa Fe
N. Mesa	From Wyoming to Border Highway
Oregon Street	From Paisano to Border Highway
Kansas Street	From Wyoming to Border Highway

If you have any questions, suggestions, additions or deletion I would be glad to make amendment to this proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael E. Breiting", followed by a horizontal flourish.

Michael E. Breiting  
Executive Director

